

Message Text

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ACTION ARA-14

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R 071517Z JUN 78
FM AMEMBASSY CARACAS
TO USDOC WASHDC
INFO SECSTATE WASHDC 2903

UNCLAS SECTION 1 OF 2 CARACAS 6309

FOR: WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, VE
SUBJECT: COUNTRY COMMERCIAL PROGRAM, THIRD QUARTER FY 1978

REF: (A) CARACAS 3637, (B) STATE 156288, (C) CARACAS 2820

SUMMARY.

ALL CAMPAIGN TARGETS MET OR EXCEEDED. DITTO ALL SPECIAL POST ACTIVITIES. THREE EXHIBITIONS DURING QUARTER SUPPORTED BY COMMERCIAL STAFF AND INTERNATIONAL COMMUNICATIONS AGENCY PROVED TO BE SUCCESSFUL TRADE PROMOTION EVENTS. A/DS, WTDR, AND OTHER COMMERCIAL SERVICES REMAIN CURRENT AT HIGH PRODUCTION VOLUMES. COMATT DEPARTING POST WISHES RECOGNIZE SUPPORT BY COUNTRY TEAM AND WCAG AND RECOMMENDS POSITIVE STATEMENT FROM WCAG CONGRATULATING LOCAL COMMERCIAL STAFF CARACAS WHICH HAS DONE OUTSTANDING JOB AND MAINTAINED HIGH LEVEL OF PRODUCTIVITY. END SUMMARY.

1. CAMPAIGN ONE: CONSULTING SERVICES AND CAPITAL GOODS FOR HEAVY INDUSTRY. ALL ACTIONS COMPLETED EXCEPT CERP INDUSTRY OUTLOOK REPORT ON IRON & STEEL INDUSTRY NOW GOING INTO TYPEWRITER. CHEMICAL/PETROCHEMICAL INDUSTRY OUTLOOK REPORT DELETED FROM CERP REQUIREMENTS; WILL BE SUBMITTED AS VOLUNTARY REPORT IN UNCLASSIFIED

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SECOND QUARTER FY 79. NOTICE JUST RECEIVED ON AVAILABILITY OF METALWORKING VTR; DOUBTFUL WHETHER THIS ACTION CAN BE CARRIED OUT BEFORE END OF FOURTH QUARTER. NO PARTICULAR FORWARD MOVEMENT ON ACTION GIVEN AS VENEZUELAN PETROCHEMICAL OPERATIONS STILL AT STANDSTILL. PHILLIPS PETROLEUM HAS JUST SIGNED CONTRACT TO HELP OPERATE EL TABLAZO OLEFINS AND FERTILIZER PLANT. HIGHLIGHT OF QUARTER WAS LUNCHEON AT RESIDENCE HOSTED BY CHARGE IN HONOR OF

PRESIDENT AND TOP EXECUTIVES OF CORPORACION VENEZOLANA DE GUAYANA.
POST SUBMITTED VOLUNTARY INDUSTRY OUTLOOK REPORT ON AUTOMATIVE
INDUSTRY.

2. CAMPAIGN TWO: TRANSPORTATION INFRASTRUCTURE. ALL ACTIONS
COMPLETED EXCEPT NUMBER SIX; NO IVP FUNDING AVAILABLE. CONTACTS
WITH INP AND CONSULTING ENGINEERS MORE THAN DOUBLE THOSE CALLED
FOR IN ACTION FOUR AND SEVEN.

3. CAMPAIGN THREE: CONSTRUCTION, MINING, MATERIALS HANDLING

EQUIPMENT. ALL ACTIONS COMPLETED INCLUDING NUMBER SIX WHICH
ARRANGED DIRECTLY WITH MEPD (TRAVEL TO U.S. BY GARRILLO OF CORPOZULIA
).

EXTRA TO CCP, POST SUBMITTED A-45 UPDATE ON COMMERCIAL OPPORTUNITIES
IN CONSTRUCTION INDUSTRY. INDUSTRY OUTLOOK REPORT ON CEMENT AND
PULP AND PAPER INDUSTRIES NOW IN PREPARATION.

4. CAMPAIGN FOUR: AIRCRAFT, AVIATION, AIRPORT EQUIPMENT.

ALL ACTIONS COMPLETED.

5. CAMPAIGN FIVE: ENERGY SYSTEMS. ALL ACTIONS COMPLETED EXCEPT
NUMBER FIVE BECAUSE OF LACK OF APPROPRIATE MATERIALS FROM ICA.
HIGHLIGHT OF QUARTER WAS SUCCESSFUL EXHIBITION ENERGIA 79 WHICH
INTESIVELY SUPPORTED BY EMBASSY PROJECT OFFICER AND STAFF.
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6. CAMPAIGN SIX: TELECOMMUNICATIONS. ALL ACTIONS COMPLETED.
EMBASSY REFRAINING FROM DIRECT CONTACTS WITH CANTV OFFICIALS RE
ESS TELEPHONE CENTRALS BECAUSE OF SENSITIVE LABOR SITUATION
REPORTED SEVERAL CLASSIFIED TELEGRAMS.

7. CAMPAIGN SEVEN: OIL PRODUCTION AND REFINERY EQUIPMENT.
ALL ACTIONS COMPLETED. PETROLEUM ATTACHE CAREFULLY REVIEWED
MARKET RESEARCH AND CONSULTED WITH PETROLEOS EXECUTIVES RE
VIALBE SEMINAR THEMES FOR PETROAVANCE VENEZUELA '79, EXTRA TO CCP.

8. CAMPAIGN EIGHT: TRAVEL USA. ALL ACTIONS COMPLETED.

9. ACTIVITY ONE: TRADE PROMOTION EVENT SUPPORT. ALL ACTIONS
COMPLETED. EMBASSY PROJECT OFFICER AND COMATT ALONG WITH DBR
LEFEAVRE CONDUCTED INTENSIVE KEY PROSPECT CALL CAMPAIGN IN
SUPPORT OF LA VIDA MODERNA, AS WELL AS EARLIER SERIES OF
REPORTS ON IMPENDING AND ACTUAL IMPORT RESTRICTIONS AFFECTING
THIS SHOW'S PRODUCT CONTENT. LIKEWISE, OINDOW ON TDY COOPERATED
WITH DMA IN PROMOTION VERY SUCCESSFUL GRAFIQUIPOS EVENT.

10. ACTIVITY TWO: MARKET RESEARCH. ALL ACTIONS COMPLETED.

EXTRA TO CCP, POST SUBMITTED MINI-RESEARCH ON FOOTWEAR MARKET.

11. ACTIVITY THREE: MAJOR PROJECT:PODUCTS. ALL ACTIONS COMPLETED.

12. ACTIVITY FOUR: FOREIGN BUYER PROGRAM. ALL ACTIONS COMPLETED. EXTRA TO CCP, COMMERCIAL TASK FORCE STAFF PROMOTED NATIONAL WATER SUPPLY IMPROVEMENT ASSOCIATION CONFERENCE AND INTERNATIONAL PUBLIC WORKS CONFERENCE.

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FM AMEMBASSY CARACAS
TO USDOC WASHDC
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FOR: WASHINGTON COMMERCIAL ACTION GROUP

13. ACTIVITY FIVE: COMMERCIAL SERVICES. WANG LABS WORD PROCESSOR INSTALLED AND OPERATING. STANDARD PARAGRAPHS FOR COMMERCIAL INQUIRIES IN MEMORY AND MOST REPLIES NOW ARE "AUTOMATED." UPDATED BUSINESS SERVICES LIST NEAR COMPLETION IN WANG MEMORY; PRINTOUT WILL BE TRANSMITTED USDOC SHORTLY. THIS, ALONG WITH AMBASSADOR'S FOURTH OF JULY GUEST LIST IS FIRST STEP IN AUTOMATING LOCAL PRODUCTION OF MAILING LABELS.

14. ACTIVITY SIX: INVESTMENT PROTECTION AND FACILITATION. ALL ACTIONS COMPLETED.

15. ACTIVITY SEVEN: FTI/WTDR. DURING THIS THIRD QUARTER 257 WTDRS WERE SUBMITTED IN RESPONSE TO USDOC REQUESTS. IN ADDITION, 70 VOLUNTARY WTDRS WERE TRANSMITTED, MOST IN SUPPORT OF THE LA VIDA MODERNA AND THE GRAFI-QUIPOS EXHIBITIONS. NEVERTHELESS, BACKLOG AT END OF QUARTER WAS UNDER 100 AND TURNAROUND TIME WITHIN NORMAL REQUIREMENTS. IN ANTICIPATION OF JULY 31, 1978 DEADLINE FOR SUBMISSION OF 1971 MASS FTI UPDATE OVER ONE HALF OF THE 688 ENTRIES IN THIS DOCUMENT HAVE BEEN CORRECTED. EVERY EFFORT IS BEING MADE TO FINISH READY FOR TRANSMITTAL TO COMMERCE BY THE DEADLINE DATE.

16. ACTIVITY EIGHT: AGENT:DISTRIBUTOR SERVICE DURING THE MONTHS OF APRIL, MAY AND JUNE A TOTAL OF 71 ADS RESPONSES WERE UNCLASSIFIED

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TRANSMITTED TO USDOC. ALMOST ALL OF THESE RESPONSES INCLUDED A BRIEF MARKETING STATEMENT DISCUSSING THE OUTLOOK FOR THE PRODUCTS IN VENEZUELA. THESE 71 RESPONSES REPRESENT A ONE HUNDRED PERCENT PLUS INCREASE OVER THE OUTPUT FOR THE SAME THREE MONTHS IN 1977. NEVERTHELESS, BACKLOG AT THE END OF THE QUARTER WAS 26 AND TURNAROUND TIME WITHIN ACCEPTABLE STANDARDS.

17. ACTIVITY NINE: VISUAL SEARCH MICROFILM FILE. ALL ACTIONS COMPLETED. VSMF ON DISPLAY AT EXHIBITION FACILITY DURING EXHIBITIONS. NOW PREPARING QUARTERLY REPORT WHICH WILL INDICATE THAT PRODUCT FILES HAVE NOT PERFORMED WELL IN THIS MARKET, BUT THAT COMMERCIAL SECTION WILL REQUEST FUNDING FROM EMBASSY B&F TO SUBSCRIBE TO SELECTED STANDARDS FILES IF USDOC IS DROPPING OVERALL PROGRAM.

18. EMBASSY ADMIN SECTION HAS BEEN MOST COOPERATIVE IN ALLOCATING FUNDS AND OTHER RESOURCES. REPRESENTATION ACTIVITIES HAVE BEEN FULLY FUNDED.
CROWLEY

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